

THE Executive Scholar



Leading the Way

The second class of the Ph.D. in Business *for Executives* in the Watson Graduate School of Management features 16 participants, including international students from The Netherlands and Canada, and representing seven states across the United States.

The second cohort joins 18 participants from the inaugural Ph.D. in Business *for Executives* program that kicked off in January 2012.

The second cohort includes chief executive officers, executive directors, controllers, vice presidents and chief operating officers for numerous companies around the world. They are from The Netherlands, two from Canada, and the other 13 represent Oklahoma (4), Texas (3), Florida (2) and one each from Colorado, Georgia, Illinois and New Mexico.

The class also encompasses a wide variety of industries, including financial services (3), health care (2), energy (2), non-profit organizations (2), and one participant each from construction, hospitality, information technology, international goods, oil and gas, real estate, and telecommunications.

“The second cohort provides another opportunity with this new genre of executive education to blend academic research with organizational experiences at a new level and prepare executives to apply as well as contribute to business research,” said Ramesh Sharda, director of the program. “We believe the Spears School creation of this blended program is setting the precedent in executive development.”



The Ph.D. in Business *for Executives* program seems to be positioning itself as a hybrid of the two types of doctoral models, said Ken Eastman, interim dean of the school.

Eastman explains that Ph.D.’s like the one OSU created are very different from M.B.A. or other graduate programs, because Ph.D. students create research that extends knowledge whereas graduate students learn to apply theories that have already been articulated.

The program’s goal is to narrow the gap between academia and business. Students help the faculty learn about the problems that their businesses face, so they can work together and develop research that will have practical applications. In fact, one of the things that differentiates OSU’s program from many others around the country is its strong emphasis on research.



Ph.D. in Business
for Executives

Watson Graduate School of Management
Spears School of Business
Oklahoma State University
phdexec.okstate.edu | 405.744.9000
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Announcing the Establishment of the Watson Graduate School of Management

Oklahoma State University's business graduate programs, which have received national and international recognition for nearly 60 years, are now housed in the Watson Graduate School of Management in the Spears School of Business.

The Watson Graduate School of Management will house interdisciplinary programs such as the Master of Business Administration and the Ph.D. in Business *for Executives*, and it will serve a coordinating role with respect to discipline-specific programs. The school's online master's programs were recently ranked No. 37 in the nation by *U.S. News and World Report*.

The school is named for Chuck and Kim Watson (shown), OSU alums and longtime supporters who made the addition possible through a gift of cash, pledges and an estate commitment. The gift will establish the creation of the school while also assisting in the construction of a new business building.

The Watson Graduate School of Management will benefit current and future graduate students. It will help with the recruitment and retention of graduate students and help assure the quality of their educational experience.

"We greatly appreciate the generosity of Chuck and Kim Watson. Their gift will enable the Spears School to elevate the reputation of our graduate programs," said Ken Eastman, interim dean of the Spears School.

The school will absorb the functions of the Graduate Programs Office of the Spears School, and all personnel and activities are now housed in the Watson Graduate School of Management.

The Spears School's graduate programs are recognized as some

of the nation's best, including the Online Master's in Entrepreneurship which was recently selected number one in the nation in rankings of the 10 Best Online MBA Entrepreneurship Programs by TheBestSchools.org.



WATSON

GRADUATE SCHOOL *of* MANAGEMENT

WELCOME!

From the Program Directors and Staff

Welcome to the second newsletter of the OSU's Ph.D. in Business for Executives program. This issue provides updates on recent program activities and events. We were excited to welcome our second cohort in January 2013 and are well on our way to finalizing our third cohort! The second class of the Ph.D. in Business for Executives in the Watson Graduate School of Management features 16 participants, including international students from The Netherlands and Canada, and representing seven states across the United States.

The second cohort is excited to take advantage of this new genre of executive education to blend academic research with organizational experiences at a new level and prepare executives to apply as well as contribute to business research. We hope that participants ultimately will walk away with the knowledge of a lot of current research in business, and the ability to conduct and contribute to that research in the future.

In March 2013, the Spears School of Business officially announced the creation of the new Watson Graduate School of Management. The Watson Graduate School

will house interdisciplinary business programs such as the Ph.D. in Business for Executives and the Master of Business Administration (MBA) and will serve a coordinating role with respect to discipline-specific programs. The school's online master's programs were recently ranked No. 37 in the nation by *U.S. News and World Report*.

Oklahoma State University will be hosting the Fourth International Conference on Engaged Management Scholarship (EMS) on Sept. 11-14, 2014 in Tulsa. The EMS has been established as the venue for the advancement and sharing of knowledge related to Engaged Management Scholarship carried out by professional business doctorate programs.

This issue of the newsletter highlights some of the recent global scholars we have hosted, as well as research activity of Executive Ph.D. students and faculty. We are proud to see our students already developing presentations and publications.

As always, we thank everyone for your support of this new program at OSU.

Ramesh Sharda, Ph.D.
Program Director



Craig Wallace, Ph.D.
Research Director

Staff



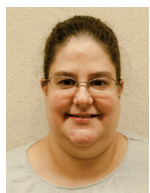
José A. Sagarnaga currently serves as the Assistant Director of Watson Graduate School of Management at the Spears School of Business. His responsibilities include advising, promotion and coordination of logistics of the Ph.D. in Business for Executives. Prior to assuming this position, Sagarnaga served in other positions at Oklahoma State University (OSU) for six years. Sagarnaga was a program coordinator at the Center for Executive and Professional Development at the Spears School of Business and Manager of the OSU Mexico Liaison Offices at Stillwater, Okla., UDLAP and UPAEP University in Puebla, Mexico. Sagarnaga obtained a Master of Science in International Studies from OSU and a Bachelor of Arts in Financial Administration from Monterrey Tech in Mexico, and is currently pursuing a Doctoral degree in Economic Development at the UPAEP University.



Donna Lamson is a Program Coordinator for the Ph.D. in Business for Executives program. She coordinates the catering requirements, on-site logistics and assistance to the faculty and participants during the monthly residencies. Lamson has spent the last 27 years as a Major Account Technology Consultant with Xerox and most recently was named Sales Training Manager. Her husband, Dan, is an OSU alumni and her son, Cole, is a recent OSU graduate who earned his Master's Degree in Agricultural Economics.



Carol Thomas is a Program Assistant for the Watson Graduate School of Management. She will provide administrative support to the Vice Dean, Directors and Assistant Director of the Ph.D. in Business for Executives. Thomas has served in other positions at OSU for 12 years, working with the Center for Innovation and Economic Development (CIED), the OSU Vice President for Administration and Finance, and the Spears School of Business.



Tracey Roybal is a Program Assistant for the Center for Executive and Professional Development in the Spears School of Business. She provides administrative support for several programs, including the Ph.D. in Business for Executives program and the OMCCA Certification program. Tracey has experience in many fields, including banking, accounts receivable, performance improvement, IT, and data analysis. Tracey is originally from Pennsylvania, lived in Colorado for 7 years, and moved to Oklahoma with her husband in 2012.

Class of 2012-14



David Altounian
Founder Motion
Computing
Austin, Texas



Tom Bennett Jr.
Chairman & Co-CEO
First Oklahoma Bank
Tulsa, Oklahoma



Patti Jordan
Vice President
Webco Industries
Sands Springs, Oklahoma



Scott Anderson
Operations Manager
CRI Feeders of
Guymon, LLC
Guymon, Oklahoma



Jonathan Butler
Managing Partner
Quarterguard
Asset Management
Broken Arrow, Oklahoma



Philip McMahan
Former President
First National Bank in Altus
Altus, Oklahoma



Fred Cleveland
COO/Senior VP
Technical Operations
American Eagle Airlines
Dallas, Texas



Richard Castagna
Assistant VP
Union Pacific Railroad
Omaha, Nebraska



Dessie Nash
VP, Market Investment
Director
U.S. Trust
Desoto, Texas



Durand Crosby
Chief Operation Officer
Oklahoma Department
of Mental Health
and Abuse Services
Oklahoma City, Oklahoma



Derrick Davis
Data Center Solutions
Consultant
Cisco Systems
Herndon, Virginia



Donald Rowlett
Director, Regulatory Policy
and Compliance
OGE Energy Corp.
Oklahoma City, Oklahoma



Rich Guthrie
President
GPB Management, LLC
Denver, Colorado



Warren Dyer
Former
Chief Executive Officer
Ulterra
Fort Worth, Texas



James Thomas
Deputy Force
Supply Officer
United States Navy
Chesapeake, Virginia



Toby Joplin
VP/Chief Financial Officer
RL Hudson & Company
Broken Arrow, Oklahoma



David Gregor
Chief Operation Officer
Innovative Steel
Detailing, Inc
Baton Rouge, Louisiana



Tom Totten
Chief Executive Officer
Nyhart
Indianapolis, Indiana

Class of 2013-15



John Bergstrom
National Account Executive
Russell Investments
Austin, Texas



Shane Goodwin
Managing Director,
Head of Southwest
Investment Banking
Wells Fargo Securities
Dallas, Texas



Walter Slipetz
Former Global
Director EHS
exp Services Inc.
Newmarket, Canada



Harlan Beverly
VP Marketing
Creeris Ventures
McDade, Texas



Justin Keeler
Controller
Schneider Oil and Gas
Greeley, Colorado



Zack Varughese
Vice President
Cancer Treatment
Centers of America
Tulsa, Oklahoma



Michiel Bosman
Chief Executive Officer
Bosman GGZ
Lelystad, Netherlands



Greg Miller
President and
Chief Executive Officer
CrossCom National
Tower Lakes, Illinois



Steven Wilson
Founder and President
Steven L. Wilson
and Associates,
Certified Public
Accountants, PC
Tulsa, Oklahoma



Daniel Cowan
VP, Strategy and
Corporate Development
Aegion
Kennesaw, Georgia



Mark Mitchell
VP and Controller
Starwood Vacation
Ownership
Windermere, Florida

“The open discussion and idea exchanges in the program have allowed me to implement several immediate changes in my department. We have been able to redesign our client outreach program to be more proactive and targeted.”

Dessie Nash,
VP, Market Investment Director
U.S. Trust, Bank of America
Private Wealth Management
DeSoto, Texas



John Gajda
Executive Director
TARC
Tulsa, Oklahoma



Bob Reid
Executive Director
J. F. Maddox Foundation
Hobbs, New Mexico



Akshay Gehlot
Director Commercial Systems
Calpine Corporation
Houston, Texas



Soheila Rostami
Former Corporate
EHS Manager
exp Global Inc.
Richmond Hill, Canada

Global Scholars



Dr. Ed Lawler III
Director, Center
for Effective
Organizations
Distinguished
Professor of
Business,
University of
Southern California

Ed Lawler III is Distinguished Professor of Business at the University of Southern California, Marshall School of Business. He joined USC in 1978 and during 1979, founded and became director of the University's Center for Effective Organizations (CEO). CEO has been recognized by *Fortune* and other publications as one of the country's leading management research organizations.

Lawler has been honored as a major contributor to theory, research, and practice in the fields of human resources management, compensation, organizational development, and organizational effectiveness.



Dr. Ron Landis
Nambury S. Raju
Professor of
Psychology,
Illinois Institute of
Technology

Ron Landis is the Nambury S. Raju Professor of Psychology in the College of Psychology at Illinois Institute of Technology. He was formerly a Professor and Associate Chair in the Department of Psychology at University of Memphis where he also was the founding Director of the University of Memphis Center for Organizational and Research Effectiveness (UMCORE).

Landis has primary research interests in the areas of structural equation modeling, multiple regression, and other issues associated with measurement and the prediction of performance. His work has been published in top-tier journals including *Organizational Research Methods*, *Organizational Behavior* and *Human Decision Processes*, *Personnel Psychology*, and *Journal of Applied Psychology*.



Dr. Allan Church
Vice President
of Talent and
Organization
Management
Development for
PepsiCo

Allan Church is responsible for leading the enterprise wide talent management and people development agenda for PepsiCo. This includes responsibility for the People Planning process, high-potential identification programs, the Performance Management process, Organizational Health Surveys, and the 360-degree/Hogan feedback process. He joined PepsiCo in December 2000. Previously he spent nine years as an external OD consultant working for W. Warner Burke Associates.



Dr. Tom Hill
Vice President of
Analytic Solutions
StatSoft, Inc.

Thomas Hill received his Vordiplom in psychology from Kiel University in Germany and earned an M.S. in industrial psychology and a Ph.D. in psychology and quantitative methods from the University of Kansas. He was associate professor (and then research professor) at the University of Tulsa from 1984 to 2009, where he taught data analysis and data mining courses.



Dr. John Elder
CEO
Elder Research Inc

John Elder heads a data mining consulting team with offices in Charlottesville, Va., and Washington, D.C. (datamininglab.com). Founded in 1995, Elder Research, Inc. focuses on investment, commercial, and security applications of advanced analytics, including stock selection, image recognition, process optimization, text mining, cross-selling, biometrics, drug efficacy, credit scoring, marketing timing, and fraud detection.



Dr. Garry Bruton
Professor of
Management,
Texas Christian
University

Garry Bruton is a Professor of Entrepreneurship at the Neeley School of Business at Texas Christian University where he holds Fehmi Zeko Faculty Fellowship. He was one of the founders of the entrepreneurship program at TCU, which was recently selected as the top model program for undergraduate entrepreneurship by USASBE and was ranked as one of the top 20 entrepreneurship programs in the United States by *U.S. News & World Report* in 2009.



Dr. Varun Grover
William S. Lee
Distinguished
Professor of
Information
Systems,
Clemson University

Varun Grover is the William S. Lee (Duke Energy) Distinguished Professor of Information Systems at Clemson University. He has published extensively in the information systems field, with over 200 publications in refereed journals.



Dr. Linda Price
Underwood Family
Professor of
Marketing,
University of
Arizona

Linda Price is the Underwood Family Professor of Marketing at the University of Arizona. Price's research interests are in Social Context of Marketplace Behaviors and in Consumers' Emotions, Imaginations, and Creativity. Her areas of expertise are: Branding, Consumer Psychology, International Issues, Services Marketing and Sociology of Consumption.

Research Highlights

Students in this program are already writing papers and presenting at conferences. Some examples include:

Tom Bennett Jr.

Book: "How to Borrow Money: Navigating the Process" 2012.

Michiel Bosman

"Evidence-Based Management: A New Approach to Teaching the Practice of Management"
ACPE 2013 Annual Meeting "Professional Growth" Presenter.

Shane Goodwin

"What to Expect in 2013: Corporate Defense & Shareholder Activism Seminar"
2nd Annual Wells Fargo Securities Corporate Defense & Shareholder Activism Seminar.

Tom Totten

"Back testing of Investment performance by asset class"
Sponsored by Society of Actuaries Pension Section. 2013 Society of Actuaries.
M. Sharma, T. Totten, J. Cierzniak

OSU will also be well represented at the Third International Conference on Engaged Management Scholarship Sept. 19, 2013 in Atlanta, Ga. Five students have been selected for participation in the Doctoral Consortium:

1. **David Altounian**
2. **Michiel Bosman**
3. **Toby Joplin**
4. **Philip McMahan**
5. **Tom Totten**

Other presentations and papers at the conference include:

1. **Patti Jordan, Fred Cleveland, Warren Dyer and Craig Wallace**
· *Funding climate and new venture fit: The predatory instincts of funding agencies.*
2. **Scott Anderson, Richard Castagna, Durand Crosby, James Thomas and Bryan Edwards**
· *Engaging the Public Sector*
· *The Moderating Effect of Intra-Team Trust on Employee Engagement and Workgroup Outcomes*

Ken Eastman named interim dean for Spears School of Business



Ken Eastman, head of the Department of Management at Oklahoma State University, has been named interim dean of the Spears School of Business.

"I am humbled and honored to serve the Spears School as interim dean. We have a great group of faculty, staff, and students and I look forward to working with them as we continue the momentum we have going," said Eastman. "We have many exciting initiatives underway and I thank Larry Crosby for the leadership he has provided. I also am excited to work with all of our alums and friends, as I share the passion they have for the Spears School of Business."

Crosby announced his resignation in June after three years as dean.

Eastman has been at the business school since 1989, serving as an assistant professor (1989-1995), associate professor (1995-present), director of the MBA program (1999-2003), acting department head (2002-2003), and as the head of the Department of Management (2003-present). He has been a member of the Academy of Management since 1985.

Eastman was recognized with the Richard W. Poole Faculty Outreach Excellence Award by the Spears School in 2009 and received the School of International Studies Faculty Excellence Award in 2011. He has served on numerous university committees, including currently serving as a committee chair for the OSU Athletics Council, as a mentor for the First2Go Mentoring Program, and is a member of the Master of Science in Engineering & Technology Management Advisory Board.

Eastman is a sought after speaker who has presented more than 200 seminars on leadership and performance management, and has spoken to such groups at Tinker Federal Credit Union, the Oklahoma State Department of Health, Samson Energy, Workforce Oklahoma, Williams Companies, and Chesapeake Energy.

He received an associate's degree in 1980 from Iowa Central Community College, a bachelor's degree in management from Iowa State University in 1982, his master's degree in management from Iowa State in 1985, and his Ph.D. in organizational behavior from the University of Nebraska in 1990.

Dean Eastman attended the reception during the July residency and reiterated his enthusiastic support of this program.

GlobalTrade Magazine spotlights Castagna

Richard Castagna, assistant vice president of operations for the southern region of Union Pacific Railroad in Spring, Texas, has made a commitment to life-long education.

Castagna elected to enter the Ph.D. in Business *for Executives* program at Oklahoma State University. The program, launched in January 2012, takes three years to complete and has a new class entering each January.

"It is aimed primarily at people who already have a master's degree and want to further their learning related to the latest in business research, to help them do their jobs better," says Ramesh Sharda, director of the Ph.D. in Business *for Executives* program.

Castagna entered the OSU program with some preconceived notions. However, he ended up facing the unexpected.

"Time is a huge challenge," he says in the Oct./Nov. 2012 issue of *GlobalTrade magazine*. "You don't get a Ph.D. by loafing. The enormous amount of work, especially reading, takes a lot of time."

What Castagna has learned at OSU is having an immediate impact on his job.

"The coursework isn't designed to teach people to become Ph.D.s so they can go on and teach other people to be Ph.D.s," he points out. "The whole purpose of the program is to focus on practical research that answers some questions on operations management, organizational structure and that kind of stuff."

This lets him come out with some action items and activities that will directly help the railroad.

These days, Castagna spends time reading *Journal of Organizational*



Richard Castagna (left) speaks with Josh Wiener, head of the Department of Marketing.

Behavior and Journal of Management Science. "You don't see a lot of this information in trade journals, such as *Railway Age and Progressive Railroading*," he points out.

Faculty Recognition



Bryan Edwards



Tracy Suter



Ramesh Sharda



Bruce Barringer

The Watson Graduate School of Management held a reception and dinner at the Mayo Hotel in Tulsa, Okla. on February 8, 2013, in acknowledgement of dedication and performance to **Drs. Bryan Edwards and Tracy Suter**. They are recognized for excellence in service to the program and honored as Ph.D. in Business *for Executive* Fellow. Former Dean Larry Crosby and the directors of the program, Drs. Ramesh Sharda and Craig Wallace, presented plaques to each of them.

"We really appreciate Bryan's and Tracy's contributions to the program. It is always a pleasure to see great colleagues like them receiving the recognition and applause they deserve so well," said Drs. Sharda and Wallace.

Dr. Ramesh Sharda was recently awarded the 2013 Harvey J. Greenberg Service Award by INFORMS (Institute for Operations Research and the Management Sciences) Computing Society.

INFORMS is the largest professional society in the world for professionals in the field of operations research (O.R.), management science, and business analytics.

Dr. Bruce Barringer was recently appointed as head of the School of Entrepreneurship in the Spears School of Business. "Dr. Barringer has great plans for the school and the Riata Center and I look forward to more great things from the school; we greatly appreciate his willingness to accept this important, leadership role," said Ken Eastman, interim dean of the Spears School.